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U. S. Department of Agriculture

Lucerne Nurseries Avocadoes

Home Office

1015 Citizens Bank Bldg.
Tampa, Florida

M. E. Gillett

D. C. Gillett

Nurseries, Lucerne Park, Polk County, Florida



The Growth and Vigor of Lucerne Avocado Trees Can Not Be Excelled in the State

Avocado Trees With Records Behind Them

IT IS a loss of time and money to set out an avocado grove unless the young trees you plant have been propagated from bearing trees whose actual performance records for a series of years can be furnished by your nurseryman. The avocado must be true to name to be of real value.

We had this very important fact in mind when we established our avocado nurseries at Lucerne Park a few years ago. The 100,000 trees that we will have ready for delivery next spring and summer are all of budwood taken from only such trees in our own Lucerne grove that have proved their worth with actual performance records.

Another common error which we have very carefully avoided is the propagation of a great

number of varieties. In California the nurserymen have developed no less than eighty-six kinds. In consequence, no one out there seems to know what is best to plant. In Florida we have passed the experimental stage. We have eliminated the undesirable sorts, and in our Lucerne nurseries only a few varieties are propagated.

The kind through which we expect to make Lucerne avocado nurseries famous is the Trapp. This remarkable fruit was originated in 1901 by C. L. Trapp, of Cocoanut Grove, Dade County, Florida. The fruit is nearly round and its average weight is one and one-half pounds. The smooth, thin leathery skin is dark green in color. The meat is a golden yellow, of fine texture, and

of a delicious nutty flavor. In quality the Trapp ranks with the best. The tree is vigorous, and a regular heavy bearer. The fruit is marketed from October until January.

While most of our stock has been budded from performance record trees of the Trapp variety in Lucerne Nurseries, we have many thousand budded to the Pollock and a few other kinds. The Pollock, like the Trapp, is of the South American type, but is different in several important particulars. It was originated by H. S. Pollock, of Miami, Florida, in 1901. It is oblong in shape and its average weight is two and one-half pounds. The skin is smooth and dark green in color. The meat is a golden yellow and with a rich, nutty flavor. The Pollock is a vigorous grower and prolific bearer. The pear-shaped fruit is ready for market from the first of July to the first of October.



Four-Year-Old Trapp Avocado in Fruit



This Row of Splendid Trees Only Four Years Old

In our study of the future of the avocado industry in Florida we arrived at two conclusions that will give maximum profits to growers: First, length of marketing season; second, plantings of strictly dependable varieties. We recommend that the bulk of your planting be of the Trapp variety because it is the best known avocado grown and the fruit ripens late in the year when prices are highest. Then we urge moderate plantings of the Pollock because the fruit is large, the yield regular and abundant, and ready for market early in the summer and extending into October, when Trapps begin to ripen. With these two varieties the avocado grower has a marketing season extending over a period of six months.

The art of propagating the various sorts of avocados is known only to a very few nurserymen.

Visitors to Lucerne Nurseries are shown the magnificent trees in the grove. They examine the fruit of the varieties then in bearing. They are given a complete record of the performance of each individual tree, and they are permitted to take a peep into the latticed area where upward of one hundred thousand plants are growing. But there is one division of the business where the superintendent of Lucerne Nurseries does not invite visitors. This is where the wood taken from the performance record trees in the grove is budded to the seedlings. This place is his secret workshop. Visitors are always welcome to the one-thousand-acre citrus grove of the Lucerne Park Fruit Association, in the midst of which is the Lucerne avocado nurseries.

It is impossible to give the area in which the avocado can be grown in Florida with reasonable



Typical Specimen of Trapp Variety of Avocado



Compote of Trapp Avocadoes Picked in December

safety from cold. Many believe that most of the budded varieties can be grown without any considerable danger throughout the citrus fruit belt. Others draw the line half way between the 28th and 29th parallel of latitude. We believe that avocado groves will be established in the lower east coast counties, all of the southern gulf counties, the ridge country of Lake, Polk and DeSoto counties, and more especially throughout the Pinellas Peninsula of Florida. Lucerne avocado nurseries are located in Polk county, almost on the line of the 28th parallel of latitude. Nursery stock has been growing here for the past five years and there has been no hindrance by cold weather. The pictures of the four-year-old Trapp and Pollock trees reproduced in this booklet show a decidedly vigorous growth in a proven congenial climate.



Part of the One-Thousand-Acre Orange and Grapefruit Grove of the Lucerne



rk Fruit Association. Avocado Grove and Nurseries in Background to the Left

With the present limited acreage in bearing avocado trees of established varieties, and the rapidly increasing demand for this valuable and aristocratic food and salad fruit, prices naturally are high and profits to growers are large. Avocados can be developed only in limited quantities. The annual output of choice varieties from the nurseries of Florida will not keep pace with the demand for many years to come. Planters must be cautious in buying stock, remembering that the avocado bud must be from trees that have produced good quality and quantity of fruit for a series of years. A high-producing tree will repeat the same performance season after season.

In a recent address by Prof. Leo B. Scott, of the U. S. Bureau of Plant Industry, before the California Avocado Association, he said: "I know of



Showing Fruit and Foliage of Avocado Tree



Many Prefer Avocados Without Seasoning

no other one factor which is bound to play as important a part in the development of this (avocado) industry as the securing of individual performance records.”

In another place in his address, Professor Scott said: “In Florida one standard fall avocado of the thin-skinned leathery class, the Trapp, has been secured. Because it is already established this variety is going to represent the large bulk of the Florida plantings for many years to come.”

The avocado is not a new fruit to Florida. There are many trees of several varieties in scattered sections of the State that have attained a ripe old age. One, on the Pinellas peninsula, is said to be fifty years old, and therefore passed through the freeze of twenty-two years ago. It is forty feet high, has a spread of sixty feet, and the

trunk is about fifteen feet in circumference. Its annual average yield is 2,500 fruit of an average weight of one pound each. Another old avocado tree that passed through the freeze is located at Waldo, in Alachua County, north central Florida, and is thriving there now.

The standard varieties of avocados bring high prices all through the season, particularly during the months of November, December, and January. Pollocks, one of the early sorts, sell readily from \$3 to \$6 a dozen. These ripen when avocados from other countries are on the market, or when the avocado season is at its height. The Trapp is the late fruit, and nets growers from 50 cents to \$1 each, and sometimes even more, in the groves.

Not until recent years has the remarkable food value of the avocado been known. In tropical



One Branch of Avocado Tree Showing Fruit



Specimen Avocado Tree of the Pollock Variety

countries it has long been recognized as a nourishing fruit, many subsisting on it for days at a time. Scientists have recently discovered, through careful analyses, that the avocado is bread, meat and drink; a remarkably well balanced ration, easily assimilated, and particularly enjoyed by those subject to indigestion.

The meat of the avocado, pound for pound, is more nutritious than milk or eggs. It also compares favorably, in food value, with meat, bread and potatoes and, with its water content, forms what scientists assert a ration upon which human beings may easily subsist indefinitely and healthfully without partaking of any other sort of food.

There are many ways of eating the avocados. Many like it in its natural state, others prefer it with salt, pepper and lime juice, and not a few

enjoy it as a salad with mayonnaise or cream dressing. It also makes an appetizing dish served with equal parts of apple, both avocados and apple being cut into cubes and mixed with a salad dressing. The avocado, particularly the few choice varieties now being propagated and grown in Florida, is winning a world-wide reputation. Those who plant groves now will be the ones who will reap substantial financial rewards in the years to come.

Lucerne avocado nurseries are owned by the proprietors of Buckeye Nurseries, M. E. Gillett and D. C. Gillett. Planters of avocados are assured that the same careful and painstaking methods which for thirty-six years have made celebrated the citrus products of these well-known nurserymen are being followed in Lucerne Nurseries in the propagation of the typical standard

Trapp, the prolific and reliable early Pollock, and other leading kinds of avocados. We shall be pleased to confer with planters in reference to avocado culture and your planting plans. Our service department, in connection with our avocado nurseries, as with our citrus fruit nurseries, is at your command. Address

Lucerne Nurseries

Avocados

Home Office:

1015 Citizens Bank Bldg.
 Tampa, Florida

M. E. GILLETT D. C. GILLETT
 Nurseries, Lucerne Park, Polk County, Florida



Within One Latticed Shed 100,000 Plants Will Be Ready for 1917 Spring and Summer Delivery

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